

Kentucky Occupational Skill Standards List

1004 Agribusiness

AA		UTILIZE EFFECTIVE WORKPLACE COMMUNICATION SKILLS
AA	001	Determine the appropriate mode of communication (e.g., print, electronic, face-to-face) for various workplace communications.
AA	002	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, blackberries).
AA	003	Read and process information and follow instructions.
AA	004	Read material and describe concepts.
AA	005	Possess basic computer skills.
AA	006	Develop effective communication skills that include listening, active listening and nonverbal skills.
AA	007	Implement new process steps given oral instructions.
AA	008	Organize and deliver a persuasive oral presentation.
AA	009	Demonstrate proper speaking and presentation characteristics.
AA	010	Demonstrate basic leadership skills.
AB		APPLY MATH AND MEASUREMENT SKILLS
AB	001	Apply basic math functions to solve problems.
AB	002	Convert fractional measurement to decimal measurement.
AB	003	Compute within measurement systems (e.g., linear, volume, area, weight).
AB	004	Calculate with percents, rate, ratio, and proportion.
AB	005	Make reasonable estimates.
AB	006	Interpret and construct graphs from statistical data.
AC		DEMONSTRATE TECHNICAL LITERACY
AC	001	Write with accuracy, brevity, and clarity using appropriate terminology.
AC	002	Use correct spelling, grammar, and punctuation.
AC	003	Apply verbal skills to obtain and convey information. (e.g., ask relevant questions, interpret others' nonverbal cues, give verbal directions and defend ideas objectively)
AC	004	Record information to maintain and present business activity. (e.g., utilize note making strategies, organize information, select and use appropriate graphic aids)
AC	005	Prepare internal and external technical writing to convey and obtain information effectively (write professional e-mails, write executive summaries, prepare complex written reports, business plan).
AC	006	Utilize technical reading resources (e.g., Agricultural Research, Extension Publications, Progressive Farmer, Farmers Pride, and various types of business strategy books).
AC	007	Read to acquire meaning from written material and to apply the information to a task (e.g., extract relevant information from written materials).
EA		EXHIBIT WORKPLACE SKILLS
EA	001	Demonstrate personal work ethic, attendance, promptness, and willingness to follow instructions.
EA	002	Recognize the importance of time management.
EA	003	Demonstrate enthusiasm and confidence about work and learning new tasks.
EA	004	Demonstrate appropriate dress and hygiene for successful employment.
EA	005	Demonstrate the ability to act in a polite and respectful way toward co-workers.
EA	006	Demonstrate the ability to complete tasks with minimal supervision.
EA	007	Demonstrate the ability to make career decisions.
EA	008	Prepare a resume and letter of application or interest.
EA	009	Complete an application for employment.
EA	010	Participate in an employment interview.
EA	011	Follow internal policies and procedures.
EA	012	Develop skills to give and receive constructive criticism.
EB		UNDERSTAND WORKFORCE ISSUES
EB	001	Identify the characteristics of a diverse workplace.
EB	002	Identify good ethical characteristics and behaviors.
EB	003	Differentiate between good and poor business ethics.
EB	004	Describe techniques for demonstrating personal accountability and work productivity.

Kentucky Occupational Skill Standards List

1004 Agribusiness

EB	005	Define discrimination, harassment, and equity.
EB	006	Demonstrate non-discriminatory behavior.
EB	007	Maintain confidentiality and sensitivity of company information.
EC		DEMONSTRATE EFFECTIVE AND ETHICAL WORKPLACE RELATIONSHIPS
EC	001	Demonstrate the characteristics of a team player.
EC	002	Perform techniques used as a team leader.
EC	003	Identify components of group dynamics.
EC	004	Contrast the roles of a team with the roles of an individual.
EC	005	Demonstrate productive relationships within the work group.
EC	006	Demonstrate knowledge of conflict resolution techniques.
EC	007	Demonstrate appropriate employee interactions in workplace situations.
EC	008	Explain the importance of maintaining professionalism in work relationships.
EC	009	Assume shared responsibility for collaborative work.
EC	010	Demonstrate honesty and integrity.
ED		DEMONSTRATE CRITICAL THINKING AND PROBLEM SOLVING SKILLS
ED	001	Analyze information in order to solve problems and questions.
ED	002	Utilize critical thinking skills to determine best options/outcomes.
ED	003	Explain the need for innovation/creative skills.
EE		RECOGNIZE WORKPLACE DIVERSITY
EE	001	Explain the importance of respect for feelings and beliefs of others.
EE	002	Identify strategies to bridge cultural differences and using differing perspectives to increase quality of work.
EE	003	Illustrate techniques for eliminating gender bias and stereotyping.
EE	004	Identify ways that tasks in the workplace environment can be structured to accommodate the diverse needs of workers.
EF		DEVELOP LIFE-LONG LEARNING SKILLS
EF	001	Demonstrate initiative to advance skill levels toward professional level.
EF	002	Define, prioritize and complete tasks without direct supervision.
EF	003	Demonstrate commitment to learning as a life-long process.
EF	004	Discuss how health, motivation, and physical fitness enhance performance.
EF	005	Discuss the importance of flexible career planning and career self-management.
EF	006	Describe the impact of the global economy on jobs and careers.
EF	007	Employ leadership skills to achieve workplace objectives (personal vision, adaptability, change, shared vision).
EF	008	Identify career opportunities resulting from new and emerging technologies.
EF	009	Understand the importance of job performance evaluation as it relates to career advancement.
OA		RECOGNIZE AND UTILIZE BUSINESS MANAGEMENT PRINCIPLES
OA	001	Demonstrate basic record keeping methods.
OA	002	Compare sources and terms of credit.
OA	003	Choose appropriate financing for the agribusiness.
OA	004	Employ the use of budgets for decision making.
OA	005	Examine the impact of cash flow on the agribusiness.
OA	006	Schedule payments for appropriate taxes for the agribusiness.
OA	007	Utilize an accepted method of accounting.
OA	008	Use correct agribusiness terminology.
OA	009	Evaluate compliance with governmental and industry regulations.
OA	010	Assess allocation, procurement and inventory of resources.
OB		APPLY ECONOMIC PRINCIPLES
OB	001	Interpret the laws of supply and demand.
OB	002	Illustrate macroeconomic concepts.
OB	003	Illustrate microeconomic concepts.

Kentucky Occupational Skill Standards List

1004 Agribusiness

OB	004	Describe the components of the American Private Enterprise System.
OB	005	Differentiate between basic business structures (Corporations, Co-Op, Partnerships, Entrepreneurship, and Sole Proprietorship).
OB	006	Explain concepts associated with international trade.
OC		UNDERSTAND LABOR MANAGEMENT AND HUMAN RESOURCES
OC	001	Analyze employee benefits and how they can be used as motivational tools.
OC	002	Describe methods of screening and testing potential employees.
OC	003	Explain how employee performance is evaluated.
OC	004	Demonstrate sensitivity to cultural diversity in the workplace.
OC	005	Understand the importance of following labor regulations.
OC	006	Demonstrate interpersonal skills needed for job retention.
OC	007	Plan and manage work schedules.
OC	008	Determine reasons jobs are terminated.
OD		DEMONSTRATE SALES AND MARKETING STRATEGIES
OD	001	Understand the sales process.
OD	002	Compare factors that influence buyer motivation.
OD	003	Understand the importance of customer satisfaction to the success of a business.
OD	004	Evaluate methods to determine a customer's wants and needs.
OD	005	Describe the characteristics of a successful salesperson.
OD	006	Analyze a marketing plan for an agricultural product.
OD	007	Explain the process to conduct market analysis.
OD	008	Assess current market conditions.
OD	009	Analyze an advertisement for an agricultural product, service or agribusiness.
OD	010	Develop an advertisement for an agricultural product, service or agribusiness.
OD	011	Determine the impact of transportation on the agribusiness.
OE		UNDERSTAND AND ANALYZE AGRICULTURAL POLICY
OE	001	Analyze the history of agricultural policy and predict near and long term policy goals.
OE	002	Determine how animal rights groups influence U.S. agricultural policy.
OE	003	Determine how agricultural policy and environmental policy compliment and contrast.
OE	004	Determine how proactive farm groups influence agricultural policy.
OE	005	Analyze the effect of foreign policy on agricultural economics.
OE	006	Analyze the effect of technology on agricultural policy.
OE	007	Identify how agricultural labor helps determine immigration policy.
OE	008	Identify how farmers can protect agricultural land using existing local, state, and federal laws and regulations.
OE	009	Understand how state government forms and implements state farm policy.
OE	010	Understand how the federal government forms and implements federal farm policy.
OF		ILLUSTRATE THE IMPORTANCE OF ENTREPRENEURSHIP
OF	001	Create a business plan for an agricultural product, service or agribusiness.
OF	002	Present a business proposal for an agricultural product, service or agribusiness.
OF	003	Formulate individual and business goals and objectives.
OF	004	Conduct a self-analysis to determine strengths and weaknesses.
OF	005	Evaluate the purposes of taxes.
OF	006	Distinguish between taxable and non-taxable items.
OF	007	Analyze the various types of tax credits.
OF	008	Understand local, state, and national regulations and their implications.
OF	009	Develop a marketing plan for an agricultural product, service or agribusiness.
OF	010	Determine the impact of quality on profit.
OG		UNDERSTAND RISK MANAGEMENT
OG	001	Determine how enterprise diversification can curtail production risks.
OG	002	Identify insurance strategies to minimize risk.

Kentucky Occupational Skill Standards List

1004 Agribusiness

OG	003	Analyze marketing techniques that reduce risk (e.g., contracts, futures, options).
OG	004	Determine how personal strengths in marketing can alleviate some risk.
OG	005	Assess and manage risks to reduce liability. (e.g., financial, environmental, workplace)
OG	006	Conclude how recruitment and training of employees can be used to manage risk.
OG	007	Determine how business structure can affect the risk in the agricultural business.
OG	008	Analyze how the uses of state and federal programs can reduce risk.
OG	009	Develop a risk management plan.
OH		UTILIZE CURRENT INDUSTRY TECHNOLOGIES
OH	001	Distinguish efficient use of technologies.
OH	002	Apply appropriate software applications (e.g., spreadsheets, word processing, databases).
OH	003	Integrate web applications and internet sales applications in agribusiness.
OH	004	Demonstrate ethical use of technologies.
OH	005	Anticipate future technologies in agribusiness.
OI		PROVIDE A SAFE WORKPLACE ENVIRONMENT
OI	001	Follow theft and security procedures.
OI	002	Evaluate emergency, safety and health rules/procedures.
OI	003	Calculate immediate and real costs of an accident.
OI	004	Recognize hazardous substances in the workplace.
OI	005	Determine methods of preventing accidents in the workplace.
OI	006	Assume responsibility for the personal safety of self and others.
OI	007	Comply with established safety practices.
OI	008	Locate fire exits and fire-fighting equipment.
OI	009	Maintain a clean and safe work facility.
OI	010	Report unsafe practices to appropriate personnel.
OI	011	Identify local, state, and federal housing regulations for employees.